

the Gazette

A Newsletter of the College View Estates Association

Marketing College View Estates Stabilizing College Neighborhoods Project Report

By Mike Jenkins

"Stabilizing College Neighborhoods" (SCN) is a project to halt and reverse the conversion of College Area single family homes to minidorms. After two years of study the project is under way. Key to carrying out the project is the fact that College View Estates is largely unknown. A survey of SDSU faculty and staff revealed that 70% of respondents were not familiar with our neighborhood; only 5% were more than somewhat familiar. As a result, the project focus has shifted from the original plan of providing financial assistance for families buying in CVE, to aggressively marketing CVE's assets to target purchasers. Financial assistance through shared equity and owner carry-back agreements remains part of the project.

After considering options for marketing CVE, the SCN board decided to enter into an alliance with a professional realtor. In October, 2009, SCN signed a memorandum of

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Empty Lots and Student Housing

By Ann Cottrell, CACC
Board Member

Do you wonder what is going on, or not going on, at the former Albertsons mini-mall on El Cajon. It has been empty for years. Or the vacant lots on Montezuma which have been empty for even longer. You may also be curious about housing to accommodate students when SDSU growth resumes and surpasses earlier enrollment. Here are answers to these questions and information on projects you are probably not aware of.

Empty lots

Center Point (former Albertson's center on El Cajon at 63rd). The mini-mall was demolished in 2007 for market rate condos on top of a small commercial area. That developer sold and the new owner planned a large private student housing complex. The site remained fenced piles of concrete until recently because standard construction practices and LEED certification call for the rubble to be used in the new construction. Eventually the rubble was deemed a health and safety issue and removed. The property is again for sale. Because the sale includes existing entitlements this is likely to be developed for housing of some kind.

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Annual Progressive Dinner Celebrates 20 Years



Marlene Greenstein, Jerry Weaver, Rosary Nepi

Nearly 100 CVEA neighbors gathered Oct. 24 for good food and good company and to celebrate 20 years of CVE progressive dinners. In the first few years these dinners were held at a few homes in northwest College View Estates, but as the event grew in popularity, it expanded to include all of CVE.

The festive evening began with hoers d'oeuvres at Gary Ellenor's newly and beautifully remodeled home on Remington Rd. The canyon view yard provided a lovely setting for sunset, socializing, and good food and drink. Participants then broke into groups of 6-10 for a main course in a neighbor's home. Many found it hard to break off interesting conversations, but a fantastic spread of desserts called

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Police non-emergency call 531-2000

Call this number to complain about noise, a mini-dorm party, or any other police non-emergency. To formalize the complaint, give your name to the dispatcher on the phone. All names are confidential and will not be released to the offending party.

Marketing CVE

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understanding with realtor Steve Seus. Mr. Seus (rhymes with “choice”) was selected because of his long professional and personal involvement in the College Area, his strong support for SCN’s goals, his professional connections in real estate finance and marketing, his commitment to ethical standards in the real estate industry, and his recent successes in selling CVE properties.

Mr. Seus has agreed that a portion of his commissions from CVE sales will be directed to CVE marketing, including eventually a website. As the first marketing step, he designed and distributed a flyer describing the neighborhood’s assets and showing CVE properties on the market. You should have received a copy at your home.

BENEFITS OF LIVING IN CVE

- **Excellent schools (Hardy, Lewis, Patrick Henry)**
- **Strong and active community**
- **Safe and quiet**
- **Central location**
- **Access to SDSU cultural and athletic facilities**

The SCN board will assist Mr. Seus in marketing our neighborhood and will hold gatherings for groups likely to find CVE attractive, e.g., SDSU and Alvarado Hospital employees and other targeted families. SCN will also continue sending letters to realtors with CVE listings. These letters describe the neighborhood’s assets while pointing out the City’s recently adopted laws restricting mini-dorms. Additionally, SCN is exploring “best practices” lease provisions for responsible minidorm owners.

You can help SCN achieve its goal in these ways: Tell friends and acquaintances, especially potential buyers, about the neighborhood (see talking points). If you, or anyone you know, is thinking about selling a CVE home, let us know so we can market it to homeowners rather than investors (which some realtors are doing). Refer anyone interested to SCN or Mr. Seus (619-818-3526).

SCN’s agreement with Mr. Seus to market CVE does not oblige CVE buyers or sellers to use him. However, anyone who is seeking a realtor or just has questions about the real estate market will find Steve Seus a valuable resource.

If you have further questions about the project, contact a board member: Ed Aguado, Beverly Butler, Ann Cottrell, Gary DeBusschere, Mike Jenkins, Joe Jones, Bob Schultz, or RD Williams.

Empty Lots and Student Housing

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Vacant lots on Montezuma (between Rockford & 63rd). An apartment project has been approved and remains on hold pending financing.

Site of former Aztec Budget Inn (El Cajon west of College, across from Blockbuster). There are currently no plans for this site.

Mesa Commons (Cactoctin Dr & El Cajon). Townhouses have been approved but there are no immediate building plans.

More New Student Housing

Stirling Collwood (east side of Collwood near Montuzema) 264 new student apartments housing about 600, replacing 163 unit complex will be completed by September. Plans may be seen at: <http://www.sterling-housing.com/California/San-Diego/Sterling-Collwood/Home-1706.html>

Aztec Court (3 lots on Montezuma immediately east of vacant lots). Four-story apartment building; 25 apartments for 92 residents. Construction planned for Spring.

55th & Hardy (55th St from Lindo Paseo to Hardy). Four-story apartment building for 190 residents hopes to begin building in Spring.

Village Lindo Paseo (6 lots on south side of Lindo Paseo between 55th & Campanile). Four-story apartment building with beds for 386. CACC voted not to recommend this project because the area is reserved for fraternities and the plan was not thought sufficiently convertible to fraternity use. The city has approved it.

Alvarado Apartments (Alvarado Road west of Alvarado Hospital). Two five story buildings with 650 units to house about 900. Rezoning has been approved and demolition of medical office buildings is planned for Spring.

55th Street Village (55th Street peninsula north of Remington). CVEA was consulted on plans to redevelop these properties, but the owners have sold to SDSU’s Aztec Shops. There are no redevelopment plans and the same management will operate the apartments.

Plaza Linda Verde (West side of College Ave. between Montezuma and Aztec Walk on the south edge of campus). This scaled down version of the long discussed Paseo project will be built entirely by SDSU. Phase I will house about 600 upper division students above retail space. Plan approval is pending. For more details see: <http://advancement.sdsu.edu/plazalindaverde/>

SDSU on-campus residence halls. The SDSU Master Plan calls for approximately 3,000 new beds on campus. New halls will be built when enrollment and demand increase.

Do these plans excite you? Or anger you? If you have opinions and especially if you would like to have a voice in what is going on around us you are encouraged to get involved with the College Area Community Council, especially the Planning Committee. CACC meets at the College-Rolando Library at 7 p.m. on the second Wednesday of each month. Ann Cottrell, Sally Ellis, Joe Jones, Rosary Nepi and RD Williams are your CVEA neighbors and CACC board members.

Outstanding Response!

Your response is phenomenal! CVEA’s membership drive started in January and we are already at 33%! Most community organizations consider a 5% membership rate to be good. We hope to surpass last year’s membership rate of 50%. A high membership rate greatly strengthens our voice in the College Area and with the city. We are already known as an unusually strong community! Dues are voluntary but they enable us to enjoy the Block Party and the Progressive Dinner, support tree planting and donate to local organizations.

We encourage all to join CVEA and support our efforts to strengthen our community.

Progressive Dinner *(continued from page 1)*

and all made their way to Susan Schulz-Classen's home on Drover Dr. Susan, together with Jerry Parent and Larry Anhorn of Stone Ct. hosted an outdoor elegant dessert spread. The multi-tiered artistic cupcake display was the star of the show with delicious flavors to choose from. If you have a sweet tooth, this was the place to be with table after table of delectable desserts!

Marlene Greenstein presented a short poem in honor of the 20th dinner anniversary and Outstanding Service Awards, including Proclamations from the City were given to Henry Bertram, Beverly Butler, Jean Hoeger, Mike Jenkins, and Bob & Ellen Drexler.

Thanks to the Progressive Dinner committee and an even greater thanks to everyone who participated in this year's event. We hope to see you at the 2010 Dinner!



Outstanding Service Award recipients
Bob & Ellen Drexler,
Jean Hoeger, and
Mike Jenkins.



The Story of the Progressive Dinner

By Marlene Greenstein

This is the story of the Progressive Dinner.
For twenty plus years it has been a big winner –
Delicious food with our neighborhood friends
Desserts on tables from end to end

It all began modestly in 1985 –
When Carole and Stan Borge, who lived on Drover Drive,
Thought it would be nice to meet neighbors near by.
They organized this event, said "Let's give it a try."

Well, some years passed and the word got out.
Include everyone was the rallying shout!
So after four years the party grew and grew
To include all people who lived in College View.

Over the years some small changes were made;
The cost for wine and tables had to be paid.
And chairs for everyone were certainly a must
For after so much food we thought we'd surely bust!

In appreciation for their efforts over the years
Thanks should be given to the following dears.
Gary DeBusschere who first chaired this event.
And now Lisa Vickers, who surely is heaven sent!

On his computer Tony Navoy put all the data
And Rosary Nepi said diversity does matter.
She tries never to have a repeat
So throughout the years new people we meet.

For hors d'oeuvres and dessert we need a special place,
A lovely, large home with lots and lots of space.
For hosting this we thank Jim Corrigan and Patrick Hanson,
ole Jim Hughes, Gary and B.J. DeBusschere and Russell
Rose, who moved away.

And Susan Schulz-Classen, who wowed us last year
With a musical group that brought us good cheer.
Fleck and Ly Kay who at the Borge home now live.
This year Gary Ellenor for drinks his home did give.

Thanks to all these great people and many, many more-
To those who'll come after and those who came before.
May this yearly occasion of which we're so fond
Continue for twenty more years and beyond.

MEETING OUR NEIGHBORS

Gary and BJ DeBusschere, Hewlett Drive



Gary and B.J. are community builders and have been since they moved here in 1980. Gary's activities were central to founding the College View Estates Association. He was the first chair of the all-CVE

progressive dinner and in 1997 he organized Friends of College View Estates to fight locating SDSU's Cox (now Viejas) Arena where it is (recommending a site near I-8) and when it was built to assure protection against event traffic in the neighborhood. That organization disbanded but the Cox fight galvanized the community and strengthened CVEA. He was also an early College Area Community Council president. The DeBusschere yard has been the site of many, many neighborhood social events including Progressive Dinner desserts and, while daughters Jessie and Krista were growing up, pool parties for CVE kids and their families on the three summer holidays.

The DeBusschere's are avidly international; they lived in Iran for three years and have been a local family to the many SDSU international students who've lived with them. Their frequent travels abroad usually include visits to friends and former students. They highly recommend renting a room to international student/s, as do many others in CVE.

Their wanderlust is understandable! As an Army brat, Gary grew up everywhere and attended 11 schools. BJ stayed in Cleveland until college when she began traveling widely and subsequently lived in three different countries. Here in San Diego they have become kayaking enthusiasts, and have many other interests.

Gary had a computer related career before turning his civic activism into a job... He was on Council Member Judy McCarty's staff and then in the city planning department. In these positions he played key role in developments such as Kroc Center, College-Rolando Library, College Grove Center and City Heights. BJ's career has been devoted to education – as a teacher, as a full time volunteer in the girls' schools, Lewis and Patrick Henry, and teaching English at SDSU's American Language Institute for 20 years.

Daughters Jessie and Krista graduated from Patrick Henry and went to UC (LA and Davis). Both live in San Diego.

Missing Mailbox

The mailbox at Remington and Hewlett was taken down to repair the sidewalk & ramp. It is supposed to be returned. If you want to see it back call the Andrew Jackson Post Office (619) 582-1251.

Zipcars Now at SDSU

A new Zipcar location at SDSU will make it easier for students to leave the car at home, and offer neighbors a convenient extra car. Cars are located in H lot (Lindo Paseo at College Av) and O lot (next to Zura Residence Hall on the East side of campus).

Zipcar members, who've paid a low annual fee, reserve a car online, pick it up and drive away. The hourly or daily fee includes gas and insurance. Members 18-20 use cars at the campus location; members 21 up can rent Zipcars throughout the US and in Canada and London, UK. For details on the program see the zipcar.com website.

College View

Estates



Association

CVEA Officers and Committee Heads

President	Rosary Nepi rnepi@cox.net	582-5976
Vice President	Gary Campbell CVEAvp@aol.com	255-3584
Treasurer	Ann Cottrell acottrell@mail.sdsu.edu	583-7003
Secretary	Lisa Vickers globespan@sbcglobal.net	287-8678
Beautification	Joe Jones jones919@netzero.net	582-8532
Hospitality	Marialuisa Kaprielian mlkaprielian@sbcglobal.net	582-0222
Code Compliance	neighborhoodcodecvea@cox.net	

Important Phone Numbers & Websites

San Diego Police Non-emergency 531-2000

Community Relations Officer Dean Thomas
619-516-3009 dmthomas@pd.sandiego.gov

SDSU Police 594-1991

Fire Department non-emergency 533-4400

Residential Stickers (small white hexagon for rear view mirror)
Nancy Lopez 594-5937

CAPP Coordinator

Andrea Reis 516-3055 aries@pd.sandiego.gov

SDSU Good Neighbor Program 594-7233

SDSU Code Enforcement

Tim Anderson 594-0433 tim.anderson@sdsu.edu
(trash, parking in yard, violations visible from street)

Neighborhood Code Compliance 236-5500
(violations not visible from street)

College Area Community Council (CACC)
collegeneighborhoods.com

CACC CENRP

Code Enforcement and Nuisance Rental Property Committee
cenrp@collegeneighborhoods.com
(report code violations and on-going nuisance behavior)

Building Records Dept. 446-5200
(to see if work has a permit)

Council Member Marti Emerald

236-6677 martiemerald@sandiego.gov
Cynthia Harris 619-533-5897 crharris@sandiego.gov
(including illegally parked and abandoned cars, stolen property report)

Mayor Jerry Sanders

236-6330 JerrySanders@sandiego.gov

National Conflict Resolution Center 238-2400
(for mediation)

Street Division 527-7500

(streets, traffic signals, sidewalks, parkway trees)

Vehicle Abatement 858-495-7856

(abandoned or inoperative vehicles in yard or street)

Environmental Services 858-492-5055
(litter, trash)

Weed Abatement 533-4411